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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method of tracking network activity of a user, comprising the steps of:

implementing a profile application on a computer of the user disposed on a network to track the network activity of the use, which profile application has associated therewith a unique ID wherein the profile application, after a configuration process, containing [[a]] associates the unique ID uniquely associated with the user and user profile information, and having has a bar code associated therewith that is distinct from the unique ID, the unique ID embedded within the bar code;

wherein the configuration process includes the step of entering user profile information of the user into the profile application, which user profile information is then associated with the unique ID and bar code;

accessing a vendor server on the network by the user to view server information;

transmitting the unique ID stored in the application on the user's computer in response to accessing the vendor server;

accessing at the vendor server the user profile information utilizing the received unique ID and associated therewith;

delivering server information to the user computer for viewing by the user as a function of the accessed user profile information; and

logging activities of the user with an activity log generated and stored on the computer of the user in association with the unique user ID while the user accesses the vendor server for viewing the server information.

2. (Previously Presented) The method of Claim 1, wherein, during the configuration process, the profile information is transmitted to a registration server disposed on the network for storing, and

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the bar code and unique ID are generated and returned to the computer of the user in response to receiving the profile information.

3. (Original) The method of Claim 2, wherein the vendor server transmits the activity log to the registration server in response to the user exiting the vendor server.

4. (Previously Presented) The method of Claim 3, wherein the activity log is appended to the user profile information stored on the registration server.

5. (Previously Presented) The method of Claims 1, wherein the profile application contains the unique ID and the bar code after the configuration process.

6. (Canceled)

7. (Previously Presented) The method of Claim 1, wherein the vendor server accesses a registration server disposed on the network to obtain the user profile information stored thereon.

8. (Previously Presented) The method of Claim 7, wherein the vendor server presents advertising to the user based upon information extracted from the user profile information.

9. (Original) The method of Claim 1, wherein the activity log is generated on the computer of the user and stored thereon.

10. (Canceled)
11. (Canceled)
12. (Canceled)
13. (Canceled)
14. (Canceled)
15. (Canceled)
16. (Canceled

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17. (Canceled)

18. (Canceled)

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